



Media Release – 11 October

Winners Announced in the Professor Geoff Farrell Journalism Award

The winners in the inaugural Professor Geoff Farrell Medal have been announced today, following Hepatitis C Awareness week, October 1 – 7, 2007.

Adam Cresswell, Health Editor for The Australian took the top honour in the consumer media category for two stories that focused on the prevalence of the hepatitis C virus and the challenges faced by people living with hepatitis C.

First place in the medical media category was awarded to Paul Smith, Chief Political Correspondent for GP publication Australian Doctor for his feature article on prison health and the rising incidence of hepatitis C in Australian jails.

Danielle Cronin from the Canberra Times and Rada Rouse from the Medical Observer received highly commended mentions for their entries in the consumer and medical categories respectively.

“We were incredibly impressed by the calibre of entries in the award,” said Helen Tyrrell, Chief Executive Officer, Hepatitis Australia.

“By reporting on hepatitis C, journalists play an important role in helping us achieve our goal – to increase awareness and understanding amongst the broader Australian community that hepatitis C is a national epidemic.”

– ENDS –

About the award:

The Professor Geoff Farrell Medal was created to recognise responsible, accurate and timely reporting of hepatitis C prevention, research, treatment and patient support.

Entries were judged by an expert panel based on criteria including factual accuracy, objectivity and use of appropriate terminology and referencing.

The award is named after Professor Geoff Farrell, a recognised hepatologist with a clinical interest in the management of chronic hepatitis C and drug-induced liver disease. Along with Audrey Lamb OAM, Professor Farrell was integral in the development of the first Australian hepatitis support groups and the development of nationwide hepatitis councils. In 2003, Professor Farrell received the Distinguished Research Prize from the Gastroenterological Society of Australia.

The Professor Geoff Farrell Medal is proudly supported by Schering-Plough Pty Ltd.

About Hepatitis Australia:

Hepatitis Australia was incorporated in 1997 as the peak community organisation to progress national action on key issues for people affected by hepatitis C.

Visit www.hepatitisaustralia.com for more information about Hepatitis Australia.

For further details about the Professor Geoff Farrell Medal please contact:

Helen Tyrrell
Hepatitis Australia
Phone: (02) 6232 4257
Email: Helen@hepatitisaustralia.com

Nicki Sambuco
Porter Novelli
Phone: (02) 8424 8522
Email: nsambuco@porternovelli.com.au